

## How Virtual Reality Will Impact eCommerce Customers' Buying Decisions:


**33%**

Would be more likely to shop with retailers that offer a VR experience


**24%**

Would be more likely to purchase more online


**17%**

Would be less likely to visit a physical retail store

- Walker Sands, "Future of Retail," 2016

**Fast Fact:** AR/VR revenue will get off to a quick start in 2016, growing more than 200% year-over-year. It is predicted to grow to \$162B by 2020. **-IDC**

## IN THIS ISSUE

## What We're Reading

## NRF's Shop.org Spotlight: It All Comes Down to Data



While the highlights of NRF's 2016 Shop.org Digital Summit ranged from mobile and video to emerging retail technology, the underlying theme of each conversation was the impact of data on CX. While 75% of brands want to be data-driven to improve customer-centric efforts, [only 29%](#) are successfully doing so to inform and drive action. Periscope's Channie Mize shared: "retailers understand the [promise of data](#), but many don't understand its complexities [enough to get] results." Data is about more than just analytics. It is the driver of innovations like chatbots' machine learning capabilities, and will pioneer a smarter, more personalized digital future. Data will [be the game-changer](#) for improving CX as technologies evolve and customer behaviors shift. Steps on how ensure your data makes an impact [here](#).

## Apps: Low Loyalty, Yet High Conversion



The recent disparity between mobile app and mobile web revenue is attracting attention. The average app [loses 77% of its users](#) within 3 days of its installation, yet app-driven revenue today is edging out mobile web-driven revenue for the first time. Nearly half of mobile users blame slow loading times and sites poorly designed for mobile screens for [dragging down](#) mobile web conversions. Learning to drive loyalty alongside rising app conversions, however, is particularly vital for brands as the holiday season approaches. This year, [65% of mobile users](#) look to complete holiday purchases in-app, and 10% plan to do their holiday shopping exclusively in retail apps. Read our [App Guidebook](#) for tips on how to make apps a strong part of your mobile strategy.

## Beyond AR and VR: Why 2017 Will Be About Mixed Reality



In just one year, AR and VR technologies have had a stark impact on how consumers want to shop. [As early as 2015](#), 66% were willing to browse products virtually using AR or VR. Today, [over half](#) of consumers think mixed reality e-commerce will impact their buying decisions, and 33% are more likely to shop from retailers offering it. While today's use cases lie mostly in gaming, [nearly 70%](#) of consumers are interested in shopping via AR and VR. As realities blur together and mixed reality experiences come to life, they will "act as a middle ground [between the convenience](#) of e-commerce and the interactive elements of brick-and-mortar retail." According to Walker Sands, users' preferences for different channels will disappear and consistent, seamless experiences will be key to future retail success. More on the outlook of AR and VR at [Medium](#).



## Resources

[Usablenet in Mobile Marketing Magazine: Ten Tips to Create Frictionless Mobile Experiences](#)

[Why Every Business Should Map the Customer Journey](#)

[Accessibility Now: Why Compliance Should Be An Immediate Priority](#)

[In Case You Missed It: Download our September Edition of Industry Bites](#)